



# MINORITY AND/OR WOMEN BUSINESS ENTERPRISE COORDINATOR'S CONNECTION

WINTER 2009

## Starting the New Year Off Right: 4th Annual Mix-n-Meet-n-Learn

Happy New Year! A new year signifies the opportunity for a new start, a new beginning. It is a perfect opportunity to shake off the dust of a by-gone year and embrace the possibilities of a new one. As business owners, 2009 is your time to shine and bring your business into the spotlight! What better opportunity to showcase your firm than the **4th Annual Mix-n-Meet-n-Learn**.

Saturday, February 21st the City of Greenville/GUC M/WBE program and East Carolina University are coming together once again to host a networking extravaganza for business owners like you who wish to get the inside track on how to do business with some of the major public agencies and private firms in Greenville and Pitt County. The event, to be held at the Health Sciences Building on the East Carolina University West campus behind Pitt Memorial Hospital, is one of the primary matchmaker functions of the year. You do not want to miss it! Registration and breakfast begin at 8:30AM.

This function will be the 4th year of collaboration between the three entities, and we are excited about making each year better than the last. To help us with this, the Greenville-Pitt Chamber of Commerce has come on board as a part of its initiative to support the Minority Business Roundtable. The MBR is an association of minority firms in Greenville and Pitt County assembled "to foster supportive networks for the education, opportunity, and empowerment of minority business owners." As a part of its agenda, MBR has partnered with the City, GUC, and ECU to create a winning combination, all about strengthening the M/WBE community. At the suggestion of MBR, phenomenal speaker **Michael Washington** has been invited to present. His topic: **"Don't just survive, THRIVE in a tough economy."**

Other scheduled events include a networking fair where M/WBE's will have the opportunity to talk directly with large

companies, institutions of higher education, government, and other public agencies and private firms. This interaction allows the perfect time to employ your B2B (Business to Business) sells pitch.

Don't know how to do a B2B pitch? Well, you can learn by talking with our service provider reps. Folks from the Small Business Technology and Development Center, the Greenville-Pitt Chamber of Commerce, and others will be more than happy to share with you the programs and trainings available to help you become more business savvy.

The Learn Component centers around "How to Do Business with Government." The NC Office for Historically Underutilized Businesses and the Small Business Technology & Development Center (SBTDC) will provide educational seminars on "How to do Business" with the federal, state, and local governments. Topics will include government preference programs, vendor registration, and the latest on Statewide Uniform Certification which will affect every M/WBE doing business in the State of NC. As a bonus, the HUB Office will be walking folks through online certifications so be sure to bring your email address so that you can take advantage.

The Mix-n-Meet-n-Learn is free and open to the public. If you would like to attend, please RSVP to Denisha Harris at 252.329.4862 or online at [greenvillenc.org](http://greenvillenc.org).

## New Mission/Vision Statement

### M/WBE Mission:

To ensure equal opportunity by maximizing the participation of minority and women-owned businesses in City and GUC procurement and contracting.

### Vision:

As the intersection of opportunity and success, the M/WBE program serves as the catalyst for the utilization of minority and women-owned businesses, thereby, increasing diversity, fostering growth, and ensuring progress for the future of business.



Left to Right: Katie Harshberger and Debbie Hathaway of Small Business Technology and Development Center

CITY OF GREENVILLE, NC



# A Message from the Coordinator...

## Welcome Home!

*M/WBE offers a new website complete with additional tools and resources for your business.*



**CITY OF GREENVILLE, NC**  
is dedicated to providing all citizens with quality services in an open, ethical manner, insuring a community of distinction for the future.

Home Residents Businesses Visitors Departments eServices Employment

### Financial Services

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#### Navigation

- Accounting Division
- Administration
- Budget Ordinance & Amendments
- CAFR
- Collections Division
- Contact Us
- FAQ
- Financial & Operating Plan
- Financial Plan Brochure
- Financial Services
- Financial Services Presentations
- Financial Policies
- Form 1099 Miscellaneous Income
- Goals & Objectives
- Manual of Fees
- M/WBE
- On-line Payment
- Parking In The City of Greenville
- Privilege Licenses
- Purchasing Division
- Rescue Service Transport

#### Policy Statement

It is the policy of the City of Greenville and Greenville Utilities Commission to provide minorities and women equal opportunity for participating in all aspects of the City and GUC's contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchases, and professional and personal service contracts.

[Home Page](#) [About the Program](#)

The Minority and/or Women-owned Business Enterprise (M/WBE) Program is a joint venture launched by the City of Greenville and Greenville Utilities (the City's public utilities) to provide minority and women-owned businesses equal opportunity to do business with the City and GUC.

In an effort to continuously improve the services M/WBE offers to its program participants, we have built a new, user-friendly website exclusively for M/WBE! The website is designed to provide a virtual "one-stop" resource center for M/WBE participants and prime contractors.

As a part of the amenities, we've included the tools you need to gain more knowledge, increase your access, and link to resource networks with the goal to grow and maximize your business potential. Therefore, you do not have to spend precious time navigating to several different websites; at M/WBE, you have one place to locate information for everything concerning bid opportunities at the local, state, and federal levels to a directory of over 4,000 business funding sources. The advantage is that the site focuses on what we do best—doing business with government. So be sure to browse the links in our "Resources for Business" tab and review the resources for Certification and How to do Business with Government.

By building this virtual home, M/WBE now has a place to grow, expand, and develop. Consequently, if you know of a great site or resource that will help fellow business owners locate opportunities or provide relevant knowledge, send me an email.

To view the website, just go to the Greenville City Page at [www.greenvillenc.gov](http://www.greenvillenc.gov) and click on "Businesses" and then

"M/WBE Program." In the meantime, Come on in and take a look around...

**contact Denisha at  
252.329.4862 or [dharris@greenvillenc.gov](mailto:dharris@greenvillenc.gov)**

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[Home Page](#) [Coordinator's Connection](#)

[About the Program](#) [Newsletters](#)

[Bid Opportunities](#) [SUMMER 2008 -- "Doing Business with Government"](#)

[Coordinator's Connection](#) [Soon, doing business as an M/WBE will be a lot easier of Statewide Uniform Certification...](#)

### GREENVILLE UTILITIES COMMISSION

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#### Forms

For M/WBE Vendors:

- City of Greenville/Greenville Utilities Company Profile
- Vendor Application (City of Greenville)
- Vendor Information Form (Greenville Utilities)

For Prime Contractors:

- What forms you need when
- M/WBE Documents for City Construction over \$100,000

[Home Page](#) [About the Program](#) [Bid Opportunities](#) [Coordinator's Connection](#) [Forms](#)

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### Bid Opportunities

[n](#) \*Click on links below to find government bid opportunities...

LOCAL	STATE	FEDERAL
<a href="#">City of Greenville Click on "Current Bid Opportunities"</a>	<a href="#">NC Department of Transportation Public letting list of advertised highway projects</a>	<a href="#">Federal Business Opportunities (FedBizOpps) Single government point-of-entry for Federal government procurement opportunities over \$25,000</a>

**MINORITY AND/OR WOMEN  
BUSINESS ENTERPRISE**

# 5 Tips for Business to Business Selling

- Listen well. Let your B2B customers talk, so you can learn their needs and determine how your products or services can help them.
- Learn as much as you can about your prospects' industry. You may come up with ideas to help them that they haven't thought of before.
- Make yourself a part of their team. Demonstrate that you are there to help them increase their bottom line.
- Emphasize the benefit of your products or services. Show how you can help customers cut costs, increase profits, or beat the competition.
- Follow up. Keep customers coming back by making sure your products or services work well for them. If not, show concern and fix things cheerfully.

Brought to you by SCORE "Counselors to America's Small Business."

## Upcoming Business Development Training & Workshops

February 5	<u>Minority Business Roundtable</u> Greenville City Hall 2:00pm
February 11	<u>How to do Business with Government</u> Small Business Technology & Development Center ECU, Willis Building 12:00-2:00pm
February 12	<u>Cash Flow Planning</u> Small Business Technology & Development Center ECU, Willis Building 5:30-7:30pm
February 21	<u>4th Annual Mix-n-Meet-n-Learn</u> Health Sciences Building, ECU 8:30am-12noon
February 26	<u>Introduction to Business</u> Small Business Technology & Development Center ECU, Willis Building 5:30-7:30pm
March 12	<u>How to Conduct Market Research</u> Small Business Technology & Development Center ECU, Willis Building 5:30-7:30pm

To view the Spring 2009 Class Schedule for Pitt Community College Small Business Center, visit <http://www.pittcc.edu/continuing-education/programs/small-business-center/>

Registration is required for all trainings & workshops.

## East Carolina Connection: "Vendor Fair Coming In March"

East Carolina University Materials Management would like to wish you and yours a Happy New Year! Thank you for your continued support and dedication to the University. As a part of our outreach efforts, we will be hosting an on-campus vendor fair in March.

More information to come.



**"Putting Our Words to Work."**

- Electronic Notification of Upcoming Bid Opportunities
- Business Locator in M/WBE Directory
- Business Development & Technical Assistance
- Quarterly Newsletter with the Latest Information

For more information, contact: Denisha Harris, M/WBE Coordinator at 252.329.4862 [dharris@greenvillenc.gov](mailto:dharris@greenvillenc.gov).

Check out our information on the City's website, [www.greenvillenc.gov](http://www.greenvillenc.gov) under the Financial Services' Purchasing Division.



# From the Other Side of the Desk: "Financing 101"

At the M/WBE November quarterly workshop, approximately a dozen budding and existing entrepreneurs attended "Financing 101," a workshop on the basics of small business financing. Self-Help Commercial Loan Officer, Teresa Scarlett, facilitated the hour-long session, describing the fundamentals of obtaining financing from the perspective of someone who sits on the other side of the desk.

Scarlett emphasized that to be prepared a business owner must have a sound business plan and/or existing operation. What does a sound plan/operation look like? "Cash flow is the number one factor that commercial lenders consider," explained Scarlett. An actual or projected cash flow statement will allow lenders to learn your capacity to repay the loan. Lenders will also look at the management of your firm, your personal character and financial condition. Your personal financial condition includes the amount of money you are able to bring to the table. Known as equity, at least 20% of the needed financing must come from your pocket. At one time this requirement may have been up for negotiation, but in these tough economic times, 20% equity is almost non-negotiable.

In relationship to the difficulty of receiving financing in this season, Scarlett stated, "[i]t's hard at any time." However, "[i]f there's any silver lining, it's that to start a business now, you have to be so well prepared, it will have to succeed."

If you would like to learn more or inquire about financing with Self-Help, contact Teresa Scarlett at 252.752.8866 or you may email her at [teresa.scarlett@self-help.org](mailto:teresa.scarlett@self-help.org).

## 4 Mix-n-Meet-n-Learn for Minority and Women-Owned Businesses th Annual

**Saturday, February 21, 2009, 8:30AM-12Noon**

Come network with some of the major public agencies and private firms doing business in Greenville and Pitt County.

- Keynote Speaker Coach Michael Washington discussing the topic: "Don't just survive, THRIVE in a tough Economy."
- Seminars on "How to do Business with Government" including the latest on Statewide Uniform Certification
- HUB certifications completed on-site

**Health Sciences Building on the East Carolina University West Campus  
(behind the Hospital)**

**RSVP: Denisha Harris 252.329.4862 or online at [greenvillenc.org](http://greenvillenc.org)**

partial sponsor list



## Advertisements

### Minority Business Roundtable

1st Meeting of the New Year!

Thursday, February 5th 2PM - Greenville City Hall - Please RSVP online at [greenvillenc.org](http://greenvillenc.org).

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